

Local News: WSLs/Newschannel 10's positioning line, "On Your Side," is a brand of journalism that demands that we serve our viewers first and foremost. "On Your Side" is not just a slogan..it's the fabric of our News and Marketing initiatives. The station's strong commitment to local news is reinforced by two recent expansions. In August 2003, WSLs added a 5:30am local newscast (M-F), giving viewers 90-minutes of continuous news between 5:30am and 7am. In August 2004, WSLs added a 5:30pm newscast (M-F), becoming the only station in the market with locally-produced newscasts airing from 5pm through 6:30pm. WSLs produces 22 hours of local newscasts per week. In addition, the formalization of Media General's IMD (Interactive Media Division) in 2001 allowed WSLs to grow its website, www.wsls.com.

Creating or Selecting Programming: WSLs works with Media General Corporate to make programming decisions. Several times each year, we preempt programming to air special shows produced by our newsroom. In 2004, we produced and aired three NASCAR race specials to appeal to our high concentration of NASCAR viewers in the market. We also produced and aired three "Voice of the Voter" political specials.

Emergency Programming: In the weather department, WSLs has recently invested in tools that alert viewers to danger in a more timely fashion than ever before. In early 2004, we invested in an upgrade to our WSI weather software, which gives viewers easier, clearer graphics in our weathercasts. Our "real time" VIPIR radar (introduced in December 2003) gives viewers a distinct advantage when dangerous weather strikes. This live radar is also now available to see on our website. In September 2004, when tornados threatened several local communities, viewers relied on our weather technology for the most timely, accurate coverage of where the danger spots were and what to do to remain safe. The same applied during major flooding in the Spring. We also have added tower cameras to show viewers what the weather is like in key geographies in our DMA. WSLs also upgraded to a new emergency crawl system in 2004. Additionally, WSLs introduced a "CrimeTracker" franchise early in 2004, which tracks crime trends that affect all of us from time to time - break-ins, scams, identity theft, stolen property, etc. WSLs also produces "Alert" promos (airing during regular programming) which give viewers important crime, health, or consumer information that can't wait until the next newscast. Finally, WSLs does participate in both AMBER and EAS programs.

Political Programming: Newschannel 10 has a full-time political reporter/anchor, who recently earned the Walter Cronkite Award for Individual Achievement with regard to his political news reporting. WSLs has extensive, year-round coverage of local and national politics. In April 2004, WSLs produced and aired a live Mayoral debate to help educate viewers about Roanoke's Mayoral candidates. The station also held a City Council debate. WSLs produced two other 30-minute news specials to help inform viewers and prepare viewers for critical votes. WSLs also offers free air time to candidates (for Federal Elections). The free air time project was most recently part of our newscasts in October 2004. On a regular basis, the station also features Political Analyst Dr. Bob Denton, a noted, local expert on political communications. He has been part of our political "team" for more than a decade. Finally, the station's website enhances our political coverage with more in-depth coverage points, candidate profiles, etc.

Civic, Cultural, and other Community-Responsive Programming: WSLs provides 3 hours of children's programming each week (9am-Noon Saturdays). As part of our "On Your Side" News brand, we have a Problem Solvers hotline which allows viewers to call in and seek help with various problems. WSLs has produced many stories in response to these phone calls - stories where we were able to

correct wrong-doing and fight for the average viewers who couldn't get help otherwise. WSLs also provides viewers with routine consumer, crime, and health "alerts" on an ongoing basis. This type of news reporting demonstrates what "On Your Side" is all about.

Station Participation in Community Activities: WSLs is very visible in local neighborhoods. In the past year, WSLs has sponsored events to support local chapters of the Leukemia & Lymphoma Society, American Red Cross, Juvenile Diabetes Research Foundation, March of Dimes, American Cancer Society, and Arthritis Foundation. Some station executives and on-air personalities serve on non-profit Boards and committees. WSLs also supports other non-profit entities such as the Jefferson Center, the Roanoke Symphony, the Art Museum of SW Virginia, and the local YMCA. Almost all of our on-air personalities make routine appearances as event hosts, emcees, guest speakers, etc. In addition, WSLs produces an annual "Health & Fitness Expo" which provides screenings and health information to the public. The station also supports local educational initiatives, such as advertising the "Homework Helpline" program. All of these partnerships/services are posted on our website (under the "In the community" header) so viewers/users can get more information about each event or initiative.

If there are any questions regarding the above summary, please contact Dan Coyle, Marketing Director, WSLs/Newschannel 10.